



Sales Academy



Virtual Meet & Greet - 1 Week Prior

10 COMPETENCIES OF HIGHLY SUCCESSFUL SALES PEOPLE 1 Goal Driven 2 Great Impressions 3 Good Prospects 4 Present Well 5 Address Concerns 6 Reach Agreement 7 Negotiate Nicely 8 Good Referrals 9 Follow-Up 10 High Performance Habits	DAY 1		DAY 2		
	PREPARE FOR SUCCESS		NEGOTIATE & DELIGHT		
	10	Goal Driven	Share Your Challenge <i>D.U.M.B Goals Success Formulas</i>	Negotiate Nicely	Are you their #1 Choice? <i>Know Solution's R.O.I. 'Dry Towel' Negetiators</i>
	11	Great Impressions	7-11 Rule <i>Position in 4 Steps Schema-BUSTERS</i>	Good Referrals	2 Step Referral Method <i>The Advice Technique The Digital Rolodex</i>
	12	Good Prospects	SMART Brainstorming <i>The Maister Matrix A-Lists</i>	Follow Up	H-H-H Show Care Calls <i>6 Step Recovery Decision Debriefs</i>
	Lunch	PRESENT & AGREE		TAKE ACTION	
	2	Present Well	Elevator Pitch Hock <i>FABI Selling Value Hypothesis</i>	Challenges Addressed	Winslow Coaching Advice <i>Accountability Parmers Script & Practice</i>
	3	Address Concerns	Your Noble Propose <i>Indifference Probes Clarify, Cushion, Respond</i>	High Performance Habits	MVP Lists AI Sales Partners <i>6 Minutes of Power</i>
	4	Reach Agreement	The Confident ASK <i>Benefits-Options Method The 94% Proposal</i>	Best Ideas	Best Implementation Ideas <i>Expected Result\$ Weekly L.O.V.E. Calls</i>

+7, +30, +60 Day Review of Results
 Maximize your investment with post-session milestones.

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